

PAST PROJECTS

2025- 26



ABOUT DACBY

DACBY is a New Delhi-based recommerce platform for **premium pre-owned electronics**, founded by Ayush Chauhan. Operating at the intersection of **affordability and trust**, the company directly sources used electronics from customers, performs **in-house quality checks and refurbishment**, and resells clearly graded products, addressing a critical trust and quality gap in India's \$11B+ used electronics market. Its core categories include gaming consoles, cameras, iPhones, and high-value accessories. Featured on **Shark Tank India Season 4** and recognised in **Forbes India's Top 100 Startups to Watch 2023**, DACBY has built a profitable, execution-driven operation while generating ₹1 crore in monthly revenue with ₹8 lakh in monthly profits, operating with a lean team of 25.

CLIENT TESTIMONIAL

“The team delivered a comprehensive and well-structured analysis across multiple consumer tech categories, giving us clear visibility into market dynamics and competitive positioning.

Their approach combined strong research with practical thinking, making the insights highly relevant to our business.

What stood out was their ability to translate complex data into actionable strategies, especially across pricing, category expansion, and new growth avenues like D2C. The playbooks and models they developed were not just insightful, but directly usable.

Overall, their work brought clarity, structure, and direction to our expansion plans, and reflected

a high level of ownership and attention to detail.”

**~ AYUSH CHAUHAN,
FOUNDER, DACBY**



CORE OBJECTIVES

- To identify high-potential, high-margin **expansion opportunities** across multiple consumer tech categories by analysing market demand, pricing trends, and competitive intensity
- To establish DACBY's **competitive positioning** by benchmarking key players and uncovering gaps in pricing, product offerings, and trust mechanisms
- To design scalable category expansion frameworks by understanding consumer behavior, sourcing feasibility, and risk factors across **new segments**
- To develop a structured **pricing approach** that ensures optimal margins, competitive alignment, and efficient inventory movement
- To prioritise categories and products using data-driven insights, focusing on high-AOV segments and underserved market opportunities
- To build a clear, execution-ready **growth roadmap** enabling DACBY to expand across categories while maintaining profitability and long-term scalability

EXECUTION FRAMEWORK

- Conducted **multi-category market research** across 4+ segments (Smartphones, GPUs, Smartwatches, Cameras), analysing 300+ SKUs to map pricing bands, demand trends, and category dynamics
- Executed **competitive benchmarking** of 15+ players (including major resale platforms), comparing pricing, product portfolios, and trust mechanisms, and built a structured gap analysis framework
- Evaluated **5+ new categories** (including drones and eSports) by analysing 120+ SKUs and 10+ brands, developing feasibility frameworks and identifying 3 high-potential, high-margin segments
- Designed category-specific playbooks covering target segments, sourcing strategies, pricing logic, and risk considerations to enable **execution-ready market entry**
- Built **dynamic pricing models** across 500+ product listings, and developed an Excel-based decision tool integrating depreciation curves, competitor benchmarking, and margin targets, achieving 95% pricing accuracy
- Conducted primary research for the **drone segment**, structuring consumer data into a centralized database to extract insights on pricing sensitivity, feature preferences, and purchase intent

THE TEAM

PROJECT ADVISORS



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Mayank Sengar

PROJECT HEADS



Dipanshu Khandelwal



Sidhant Singh

PROJECT COORDINATORS



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